NCTA CONVENTION ISSUE

Broadcasting Mar 25

Reaching over 117,000 readers every week

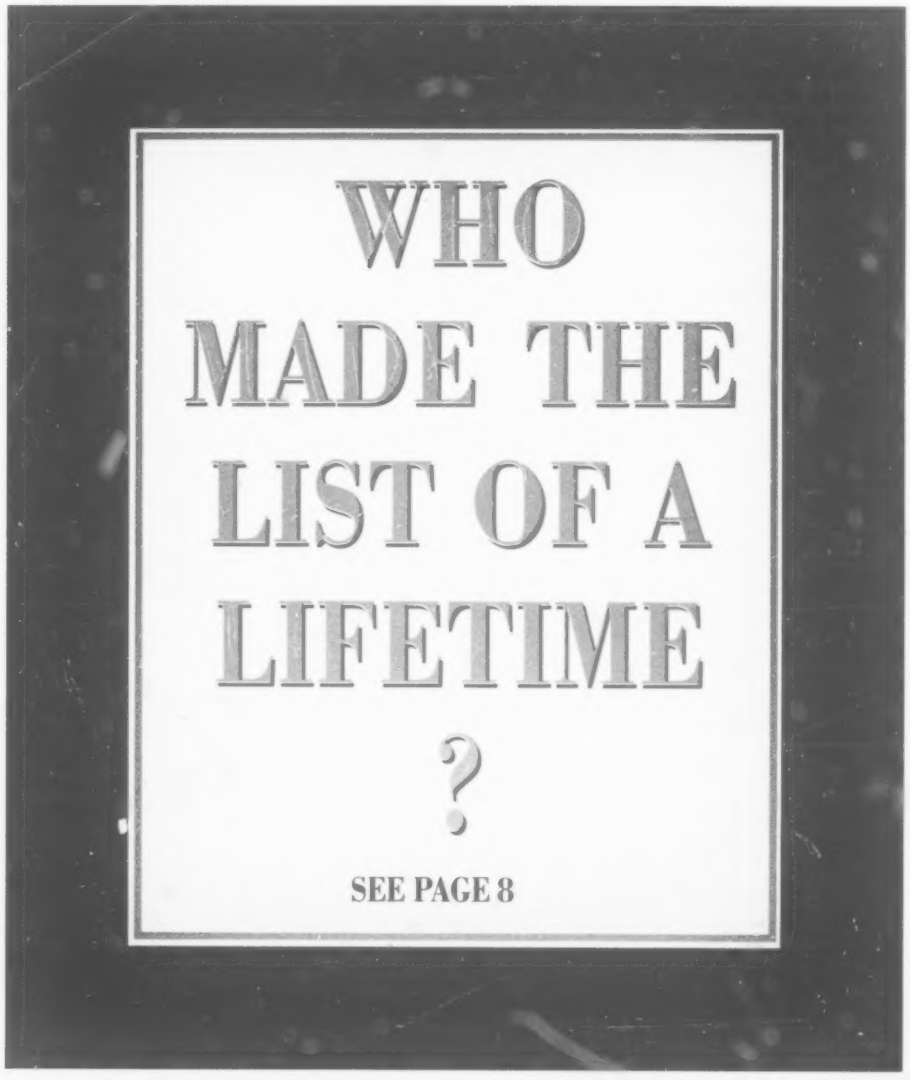
60th Year 1991

TELEVISION/63
Networks debut development for advertisers; Group W debuts station promotion

RADIO/68
Radio station sales pick up pace; report on UK radio: no pop music

CABLE/43
Michael Fuchs on the maturation of HBO and the ills of pay TV

TECHNOLOGY/84
NAB convention to feature separate mini-convention on HDTV, with 30 displays



Vol. 120 No. 12 $2.50

NCTA's Mooney: Holding the line in Washington

THIS WEEK

NCTA CONVENTION ISSUE (pages 35, 43-54): NCTA President Jim Mooney (l) holds line; HBO's Michael Fuchs talks about pay TV

35 / CABLE RESURGENCE

NCTA President Jim Mooney will lead a resurgent cable industry into its annual convention in New Orleans this week, more confident than ever that cable is about to experience another quantum leap.

39 / MAN IN THE MIDDLE

CNN's Peter Arnett, in a speech at the National Press Club (page 91) and later in an extended interview with BROADCASTING, discusses his reporting from Baghdad, the reaction of some in America and the role of the press in a democracy.

40 / MYSTERY SALE

Buena Vista Television will market the off-network version of *Unsolved Mysteries*, now airing on NBC as a one-hour show, as a half-hour strip targeted to prime time access and late fringe.

40 / VIACOM-KATZ FIRST-RUN

The search for the next big hit in syndication has led Viacom and Katz Communications to form a new program development consortium.

42 / KID'S UPFRONT

Syndicators are optimistic that 1991 will be a record year for upfront sales. Preliminary estimates have advertisiers spending about $190 million on syndicated children's programing—a 10% increase over 1990 and the first back-to-back increase for syndicators in three years.

42 / DEES, CLARK TO PAY FORMER PARTNER

KIIS-AM-FM Los Angeles air personality Rick Dees and his business partner and former KIIS-AM-FM general manager, Wally Clark, have been ordered by a Los Angeles Superior Court to pay $10.27 million in combined compensatory and punitive damages to their ex-partner and former KIIS sales manager, Cosmo Cappellino.

43 / HBO AND THE NEXT WAVE

HBO Chairman and Chief Executive Officer Michael Fuchs discusses his plans for guiding the pay cable network into the 1990's—including HBO's ancillary business opportunities; the pay TV business in general, and the increasing fragmentation in the TV universe.

50 / HEADING TO BARCELONA

Almost a year after NBC unveiled its plans for the 1992 pay per view Olympics, acceptance of the event has grown among those in the cable industry—most importantly, the top MSO's. Still, there is a long way to go to settle revenue splits and channel capacity.

51 / SAME SIDE OF THE FENCE

Traditionally arch competitors—a video retailer and a premium cable network—have teamed up for what could be the beginning of a long-term co-promotional agreement.

53 / CABLE SHOW AND TELL

According to James Robbins, president of Cox Cable and chairman of this year's NCTA convention, it is time for the cable industry to showcase its present and future technical abilities.

programing and services.

54 / TOP 50 MSO'S

Tele-Communications Inc. remains the largest multiple system operator, serving some 8.4 million subscribers in its owned and majority-owned companies. Sixteen cable companies report one million or more subscribers.

63 / NETWORK DEVELOPMENT SLATES

The networks revealed their prospective series pilots for the 1991-92 season to advertisers in Los Angeles last week. ABC's presentation included 18 comedies and 23 dramas; CBS unveiled 27 pilot orders, and NBC said that its top rated show, *Cheers*, has been renewed for a 10th season. Fox, meanwhile, does not plan to expand its prime schedule until at least 1992.

68 / RADIO STATION TRADING ACTIVITY PICKING UP PACE

Sellers seem to be dropping their expectations and their multiples as deals start coming together. Brokers see better inventory coming on the market, as buyers with cash begin to hone in on deals.

CBS's Jeff Sagansky was among network programing executives unveiling development slates to advertisers in Los Angeles

71 / NEWS IS BOON TO GROUP W RADIO

Latest Birch ratings reveal four Group W Radio stations had huge increases in audience during the Persian Gulf war. The format pioneered by Westinghouse shines in Chicago, Los Angeles, Philadelphia and New York.

72 / UK INDEPENDENT

UK Independent radio goes national as the first of three commercial radio services is readied.

74 / CABLE STOCKS

A survey of investors finds sharpened disagreement about cable's future. Uncertainty about it was supposed to offer investors a buying opportunity in MSO stocks. The problem is the stocks on average are trading almost exactly where they were a year ago, despite an interval that saw a point-and-a-half interest rate decline.

77 / SEEN BUT NOT HEARD

As children's upfront continues to move, attention is once again being focused on the shortfalls of measuring children's viewing. Nielsen has met with syndicators twice in the last month and is trying to improve its sample. Meanwhile, syndicators and networks are once again faced with the reality of doing deals based on numbers in which they have little faith.

80 / SIKES ON CABLE COMPETITION

FCC Chairman Alfred Sikes criticized H.R. 1303 reregulating cable and told the House Telecommunications Subcommittee that Congress should consider legislation that would promote competition from overbuilding cable operators and other multichannel service providers, such as wireless cable and satellite broadcasting.

84 / HDTV IN A WORLD OF ITS OWN

The number of high-definition television demonstrations has grown so steadily over the past several National Association of Broadcasters conventions, NAB decided to organize a separate, mini-convention. The 1991 HDTV World Conference and Exhibition will be held April 15-18 at the Las Vegas Hilton, a short walk from the main NAB convention.

87 / KUWAIT REBUILD

The restored government of Kuwait has begun rebuilding its radio and TV facilities, which were totally destroyed following Iraq's invasion. American and European companies have already been contracted to begin the projects, which will cost well over $100 million.

88 / NEW ORBITAL SCHEME DEBATED

Dozens of home satellite manufacturers, distributors, retailers and programers told the FCC last week it should reconsider the orbital assignment scheme for five next-generation cable TV satellites, arguing that more space between them would benefit their businesses and consumers. But heavyweight satellite operators said the projected benefits have been overstated and the costs understated.

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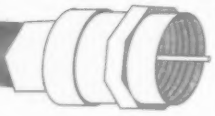
CABLE'S TOP 50 MSO'S



Tele-Communications Inc. remains the largest multiple system operator, serving some 8.4 million subscribers in its owned and majority-owned companies. Sixteen cable companies report one million or more subscribers.

1. TCI*	8,400,000	14,500,000	5,900,000
2. ATC**	4,600,000	NA	3,180,000
3. Continental	2,710,000	4,760,000	2,702,000
4. United Artists*	2,180,545	3,780,369	1,806,662
6. Warner**	1,868,000	3,537,000	1,531,000
5. Cox	1,616,241	2,679,133	1,291,251
7. Comcast	1,657,044	NA	1,318,154
8. Storer*	1,600,000	2,700,000	1,100,000
9. Liberty Media*	1,582,355	2,781,774	1,416,581
10. Jones	1,572,644	2,168,994	1,051,576
11. Cablevision Sys.	1,559,000	2,580,420	3,079,300
12. Newhouse	1,282,600	1,841,839	1,113,000
13. Times Mirror	1,100,000	1,907,000	707,500
14. Cablevision Ind.	1,084,834	1,656,456	758,607
15. Viacom	1,058,000	1,700,000	730,000
16. Adelphia	1,023,939	1,487,040	563,325
17. Sammons	905,696	NA	NA
18. Century	875,000	NA	NA
19. Paragon**	830,000	1,471,000	NA
20. Falcon	769,298	1,018,529	294,073
21. Prime	683,601	1,498,747	668,836
22. Maclean Hunter	665,000	NA	NA
23. TeleCable	638,749	945,217	NA
24. Scripps Howard	621,938	1,070,422	NA
24. KBLCOM	560,000	1,200,000	NA
25. Colony	535,364	831,013	345,551
26. TCA	473,797	641,551	224,356
27. Multivision	468,250	807,100	308,700
28. Post Newsweek	436,118	648,736	255,285
29. Telemedia	360,441	501,245	179,513
30. Multimedia	353,581	618,610	278,965
31. Simmons	338,513	594,339	184,245
32. Rifkin	324,942	499,427	167,940
33. Western	303,651	401,821	152,947
34. Triax	300,456	480,380	127,681
35. Hauser	297,400	572,400	281,000
36. Greater Media	224,691	365,539	215,136
37. Service Electric	218,000	300,000	76,000
38. King***	212,268	353,416	145,015
39. Media General	198,155	300,637	201,912
40. Harron	198,000	284,550	152,453
41. C-TEC	196,458	321,576	151,594
42. US Cable	187,646	333,138	133,830
43. Wometco	184,425	326,256	96,577
44. Sutton Capital	172,170	288,263	191,530
45. Star	172,035	265,315	84,812
46. Armstrong	164,436	204,279	92,852
47. Summit	153,162	237,800	104,004
48. Bresnan	143,000	NA	NA
49. Booth	142,323	193,389	78,740
50. Northland	140,000	197,000	50,000

*TCI includes UAE (2.2 million), Heritage (1.1 million), West Mars, Cencom; Storer is co-managed by TCI, Comcast and Knight Ridder; Liberty, majority owned by TCI, includes figures for TKR, Columbia, Intermedia, Lenfest.

**Time Warner owns ATC and Warner. Paragon is co-owned by ATC and KBLCOM.

***King VideoCable has been purchased by Colony.

NA represents not available.

choice and the utilization of time," he said, with channel capacity that high. "Forty channels of PPV is probably right on the money," he said. But whether "you'll be able to subscribe to just those 15 channels you really watch, I don't know," he said, "but we're probably heading more in that direction."

The pieces of the technological puzzle may be coming together, but the legislative picture remains cloudy. "The overriding issue all the way along is we'd like to get the regulatory environment settled down so that we've got some stability in which to do our capital planning and that's what we hope will evolve out of Washington," said Robbins. As to "I pay, you pay," Robbins, whose parent also operates a major broadcast group, said "we're interested in any kind of dialogue that we can have between the two industries."

Robbins believes the telcos will be driving harder than ever this year, waiting to take their cues of Judge Greene's upcoming triennial review decision. But alluding to the legal troubles Nynex and US West have faced in the past year, Robbins said, "it's got to be troubling for them—as they mount this great offensive, their own house is not in order," which may neutralize some of the initiatives.

Robbins wants to tell Washington policymakers that "we've got technical talent and expertise, but we also have a real entrepreneurial-let's-get-it-done-efficiently history and spirit that is going to benefit the American public. In the final analysis, that's what's going to do the job. If the America public can get it from us at lower cost than somebody, then we'll get the business. That's the American way."

"I am not a believer in the inevitability theory that [the telcos] will get into our business," said Robbins, because the cultures are so vastly different. "It will take a long time before those two things get together," he said.

That frontier spirit isn't confined to engineering achievements. "We're seeing a resurgence of the raw spirit that built this industry," said Robbins, in the development of programing and the marketplace forces that caused the merger of so many programing efforts in comedy, law and business news. "All that is very good," he said.

But it will be technological advances that not only will provide cable revenue opportunities but help it blunt some of the telco arguments, cable executives believe. "We have to make sure the world realizes we're not some technological stepchild," said Robbins. –MS

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 3/11	CBS 14.9 / 24			EVENING (34) SHADE 12.6 / 20	MAJOR (22) DAD 14.9 / 23	PEOPLE'S CHOICE AWARDS (18) 16.2 / 25	16.1 / 25	15.5 / 26	14.1 / 25
	NBC 14.2 / 23			FRESH (33) PRINCE 12.8 / 20	BLOSSOM (43) 10.5 / 16	NBC MONDAY NIGHT MOVIE—LETHAL WEAPON (16) 14.0 / 22	15.5 / 24	16.5 / 27	16.1 / 29
	ABC 9.8 / 16			MACGYVER (50) 9.5 / 15	10.0 / 16	ABC MONDAY NIGHT MOVIE—LUCKY DAY (49) 9.7 / 15	10.0 / 16	10.0 / 17	9.6 / 17
	FOX 4.5 / 7			FOX NIGHT AT THE MOVIES—POLTERGEIST (81) 4.7 / 7	4.6 / 7	4.6 / 7	4.3 / 7		
TUESDAY 3/12	CBS 11.8 / 19			RESCUE 911 (41) 10.5 / 17	11.4 / 18	CBS TUESDAY NIGHT MOVIE (36)—ABOVE THE LAW 10.7 / 16	11.3 / 18	13.4 / 23	13.5 / 25
	NBC 12.4 / 20			MATLOCK (29) 12.7 / 20	13.5 / 21	14.1 / 22	13.9 / 22	LAW AND ORDER (47) 10.1 / 18	9.8 / 18
	ABC 14.4 / 24			WHO'S THE (20) BOSS 15.2 / 24	DAVIS (16) RULES 15.5 / 24	ROSEANNE (2) 19.6 / 30	COACH (10) 16.7 / 26	EDDIE DODD * (50) 10.1 / 18	9.4 / 18
WEDNESDAY 3/13	CBS 9.0 / 15			48 HOURS (59) 8.1 / 13	7.8 / 13	JAKE AND THE FAT MAN (37) 11.3 / 18	12.1 / 20	WIOU (69) 7.5 / 13	7.0 / 14
	NBC 13.0 / 22			UNSOLVED MYSTERIES (14) 15.3 / 25	15.8 / 25	NIGHT COURT (32) 13.2 / 21	DEAR JOHN (38) 11.4 / 19	QUANTUM LEAP (39) 11.6 / 21	10.8 / 21
	ABC 12.4 / 25			WONDER YEARS (28) 13.7 / 23	GROWING PAINS (23) 14.8 / 24	DOOGIE M.D. (24) 14.6 / 23	ANYTHING LOVE (35) 12.3 / 20	EQUAL JUSTICE (56) 9.5 / 17	9.2 / 18
THURSDAY 3/14	CBS 7.8 / 13			CBS NCAA BASKETBALL CHAMPIONSSHIP (60) 7.0 / 12	7.9 / 13	7.7 / 12	8.4 / 13	(71) 7.9 / 13	7.4 / 13
	NBC 17.4 / 29			BILL COSBY (8) 16.9 / 27	DIFFERENT WORLD (5) 18.1 / 29	CHEERS (1) 20.1 / 31	WINGS (13) 15.9 / 26	L.A. LAW (10) 16.4 / 28	16.9 / 31
	ABC 10.9 / 18			FR. DOWLING MYSTERIES (42) 9.9 / 16	10.9 / 17	11.2 / 17	11.3 / 18	PRIME TIME LIVE (39) 11.3 / 19	11.1 / 20
	FOX 8.7 / 14			SIMPSONS (30) 13.5 / 21	BABES (62) 7.7 / 12	BEVERLY HILLS, 90210 (71) 6.7 / 10	6.9 / 11		
FRIDAY 3/15	CBS 7.9 / 14			CBS NCAA BASKETBALL CHAMPIONSSHIP (60) 7.1 / 13	7.5 / 13	7.6 / 14	8.7 / 15	(67) 8.4 / 15	8.3 / 15
	NBC 8.4 / 15			WORLD FIGURE SKATING (65) 6.9 / 12	8.1 / 14	HUNTER (45) 9.8 / 17	10.8 / 19	DARK SHADOWS (67) 7.5 / 14	7.4 / 14
	ABC 17.0 / 30			FULL HOUSE (9) 16.8 / 30	FAMILY MAT. (6) 17.8 / 31	PERFECT STRAN. (18) 15.3 / 27	BABY TALK* (21) 15.0 / 26	20/20 (3) 19.2 / 35	17.7 / 34
	FOX 4.7 / 8			AMERICA MOST WANTED (74) 6.4 / 11	6.5 / 11	AGAINST THE LAW (84) 3.2 / 6	2.7 / 5		
SATURDAY 3/16	CBS 8.8 / 16			CBS NCAA BASKETBALL CHAMPIONSSHIP (61) 7.9 / 15	8.6 / 16	8.4 / 15	8.5 / 15	CBS SATURDAY MOVIE—POLICE ACADEMY (57) 8.5 / 15	9.7 / 18	10.5 / 20
	NBC 10.8 / 20			WORLD FIGURE SKATING (53) 8.8 / 16	10.3 / 19	GOLDEN GIRLS (25) 14.0 / 25	EMPTY NEST (26) 13.9 / 24	CAROL & CO. (47) 10.0 / 19	DOWN HOME (62) 7.7 / 15
	ABC 8.9 / 17			AMER. FUN VD. SP. (65) 7.5 / 14	MARRIED PL. SP. (64) 7.6 / 14	ABC SATURDAY NIGHT MOVIE—A WHISPER KILLS (53) 8.7 / 15	8.9 / 15	10.1 / 19	10.5 / 21
	FOX 5.3 / 9			I, HIDDEN VIDEO (77) 5.5 / 10	YEAR- BOOK (82) 4.0 / 7	COPS (79) 5.3 / 9	COPS 2 (75) 6.3 / 11		
SUNDAY 3/17	CBS 15.6 / 25	60 MINUTES (7) 15.5 / 27	16.6 / 28	MURDER SHE WROTE (12) 16.2 / 25	16.9 / 25	CBS SUNDAY MOVIE—BLOOD RIVER (31) 14.5 / 22	13.6/ 21	13.5 / 22	13.2 / 23
	NBC 11.5 / 19	WLD. FIGURE SKATING (50) 9.1 / 16	10.4 / 17	EXPOSE (73) 6.6 / 10	REAL LIFE (45) JANE P. 10.3 / 16	NBC SUNDAY NIGHT MOVIE—DAUGHTERS OF PRIVILEGE (26) 12.9 / 19	14.4 / 23	14.4 / 24	13.8 / 24
	ABC 14.4 / 23	LIFE GOES ON (57) 8.5 / 15	10.1 / 17	AMER FUN VD (34) 18.2 / 28	ABC SUNDAY NIGHT MOVIE—INDIANA JONES & TEMPLE OF DOOM (14) 16.1 / 25	15.5 / 23	16.6 / 26	15.5 / 26	14.2 / 25
	FOX 6.3 / 10	TRUE C.I.R. (78) 5.4 / 9	P.J. LEWIS (76) 5.9 / 10	LIVING (55) COL. 9.5 / 15	GET A LIFE (70) 7.2 / 11	MRD. WITH (43) CHILD. 10.5 / 16	YEAR- BOOK 5.1 / 8	(80)	COMIC STRIP LIVE (83) 3.4 / 6	3.3 / 6

WEEKLY PRIME TIME AVERAGE	CBS 11.0 / 19	NBC 12.5 / 21	ABC 12.6 / 21	FOX 6.0 / 10
SEASON PRIME TIME AVERAGE	CBS 12.4 / 21	NBC 12.8 / 21	ABC 12.5 / 21	FOX 6.4 / 10

NIGHTLY RATING / SHARE (##)—RANKING HALF-HOUR RATING / SHARE *—PREMIERE SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WVGO(FM) Richmond, Va. □ Sold by Daytona Group of Virginia Inc. to Benchmark Radio Acquisition Fund III Ltd. for $4 million. **Seller** is headed by Norman S. Drubner, who also owns KZRQ(AM)-KIVA-FM Albuquerque-Santa Fe, N.M., KZRC(AM)-KXYQ(FM) Salem (Portland), Ore., and KGRX(FM) Globe (Phoenix), Ari.. **Buyer** is headed by Joe Mathias and Phillip Rainwater, who also own WDOV(AM)-WDSD(FM) Dover Del., cable systems in Virginia and California and recently purchased WUSQ-AM-FM Winchester, Va. ("Changing Hands," March 4). WVGO has oldies format on 106.5 mhz with 7.6 kw and antenna 1,175 feet. *Broker: Media Venture Partners.*

WGFX(FM) Gallatin, Tenn. □ Sold by Triangle Broadcasting Co. to HaPa Inc. for $3.5 million ("Closed Circuit," March 18). **Seller** is headed by Kenneth S. Johnson, and is 55% owned by Capitol Broadcasting Corp., licensee of WCAW(AM)-WVAF(FM) Charleston, W.Va.; WKSJ(AM) Pritchard and WKSJ-FM Mobile, both Alabama, and WRKA(FM) St. Matthews, Ky. Johnson is 100% shareholder of Johnson Broadcasting Co., which is 45% general partner of assignor. **Buyer** is headed by Victor Rumore, who has 50% interest as limited partner in RMF Broadcasting, licensee of KFRR(AM) Englewood, Colo. WGFX has classic rock format on 104.5 mhz with 49 kw and antenna 1,312 feet. *Broker: Blackburn & Co. Inc.*

KBFM(FM) McAllen-Brownsville, Tex. □ Sold by Encore Communications Ltd. to May Broadcasting Inc. for $3.5 million. **Seller** is headed by George Duncan and has no other broadcast interests. **Buyer** is headed by Philip J. Giordano, who also heads April Broadcasting Inc., which owns WBLX-AM-FM Mobile, Ala. KBFM has CHR format on 104.1 mhz with 100 kw and antenna 990 feet above average terrain. *Broker: H.B. La Rue Media Brokers.*

KZBS(FM) Oklahoma City □ Sold by Zumma Broadcasting Co. to Degree Communications Ltd. for $3 million in assumption of seller's liabilities from defaulted loan agreements. **Seller** is headed by William R. Lacy and Josephine C. Carnahan, his mother, and has no other broadcast interests. **Buyer** is headed by Kent Burkhart (16%) and Patsy S. Burkhart (16%), husband and wife, and Gregory Wright, and is licensee of WANS-AM-FM Anderson, S.C., and also has interests in Degree Communications III Inc., general partner of KEYI-FM Partners Ltd., licensee of KMOW(AM) Austin and KEYI-FM San Marcos, both Texas. KZBS has CHR format on 98.9 mhz with 100 kw and antenna 1,108 feet above average terrain.

WALI(AM)-WROG(FM) Cumberland, Md. □ Sold by Tschudy Communications Corp. to James P. O'Leary, Robert H. Long Jr. and Alfred A. Ruscito for $1.8 million. Price includes $590,000 cash at closing, which includes three-year noncompete covenant, $10,000 escrow deposit and $600,000 note payable. **Seller** is headed by Earl Judy Jr., Robert S. Janney and Joyce Jenkins, and is also licensee of WBRJ(AM)-WEYQ(FM) Marietta, Ohio; WMQC(FM) Westover, W.Va.; WCRO(AM) Johnstown, Pa., and WSKO(FM) Buffalo Gap, Va. Judy is president and 51% stockholder of Shenandoah County Broadcasting Corp., licensee of WSVG(AM)-WSIG(FM) Mount Jackson, Va. **Buyer** is headed by O'Leary (40%), Long (35%) and Ruscito (25%). O'Leary is 50% stockholder and president of Laurel Broadcasting Co. Inc., licensee of WISL(AM) Shamokin, Pa. WALI

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$200,001** □ **3**

FM's □ **$9,631,000** □ **12**

AM-FM's □ **$4,629,000** □ **6**

TV's □ **$0** □ **0**

Total □ **$14,460,001** □ **21**

Year to Date:

AM's □ **$11,687,640** □ **46**

FM's □ **$56,259,103** □ **66**

AM-FM's □ **$94,858,054** □ **52**

TV's □ **$87,874,000** □ **18**

Total □ **$250,678,793** □ **182**

For 1990 total see Jan. 7, 1991 BROADCASTING.

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James W. Hoppers Jr. (50%). Milan Broadcasting Co. Inc. is licensee of WKBJ(FM) Milan, TN. Filed Feb. 27.

■ **KDBN(AM) Dallas and KMEZ-FM Fort Worth** (AM: BAL910305EA; 1480 khz; 5 kw-D, 1.9 kw-N; FM: BALH910305GK; 107.5 mhz; 25 kw; ant. 1,647 ft.)—Seeks assignment of license from Gilmore Broadcasting Corp. to Granum Acquisition Corp. for $9 million ("Changing Hands" March 4). Seller is headed by James Gilmore and also owns WLVE(FM) Miami Beach, FL, and WEHT(TV) Evansville, IN. Buyer is headed by Herbert W. McCord (7.5%), Lewis M. Eisenberg (42.4%), Eugene Mercy Jr. (42.4%), Eugene Veto (2.5%), Walter F. Harrison III (5.2%), and has no other broadcast interests. Filed March 5.

■ **KROB-FM Robstown, TX** (BALH910227HX; 99.9 mhz; 100 kw; ant. 289 ft.)—Seeks assignment of license from Coastal Bend Broadcasting Corp. to KDOS Ltd. for $600,000. Seller is headed by George Leon Gossage, and has no other broadcast interests. Buyer is headed by KDOS Radio Inc. (70% GP,P) Titchenor Media System Inc. (26% P), Amador Garcia (4% P), Luis Munoz (62% VS), Al Herrera (38% VS) and Amador Garcia. KDOS Ltd. is licensee of KUNO (AM) Corpus Christi, TX. Filed Feb. 27.

■ **KBZN(FM) Ogden, UT** (BALH910219GJ; 101.1 mhz; 25 kw; ant. 3,740 ft.)—Seeks assignment of license from Utah Radio Broadcasting Co., debtor, to Capitol Broadcasting Inc. for no consideration; assignment is reorganization of corporation. Assignors John C. Webb and Richard Webb, brothers, are also assignees. John Webb, sole officer and director of corporation, is stockholder, officer and director of KLO Broadcasting Company, licensee of KLO(AM) Ogden, UT. Filed Feb. 19.

■ **WUSQ-AM-FM Winchester, VA** (AM: BAL910225GW; 610 khz; 500 w-U; FM: BALH910225GX; 102.5 mhz; 3 kw; ant. 630 ft.)—Seeks assignment of license from The Holt Corp of New Mexico Inc. Benchmark Radio Acquisition for $3.65 million ("Changing Hands" March 4). Seller is headed by Arthur Holt, who owns WTKX-AM-FM Pensacola, FL; WKAP(AM) Allentown and WZZO(FM) Bethlehem, both Pennsylvania, and WOAD(AM)-WJMI(FM) Jackson, MS. Holt also heads Holt Corp. Appraisal and Consulting. Buyer is headed by Bruce R. Spector, R. Calvin Sutliff Jr., C. Philip Rainwater and Joseph L. Mathias IV. Benchmark Communications Ltd. is sole general partner of Benchmark Radio Acquisition Fund II Ltd., and through other limited partnerships controls cable television systems serving Virginia and California, and is licensee of WDOV(AM)-WDSD(FM) Dover, DE. Filed Feb. 25.

■ **KITZ(AM) Silverdale, WA** (BAL910305EC; 1400 khz; 1 kw-D, 890 w-N)—Seeks assignment of license from Silver Sound Broadcasting Co. to Kitz Broadcasting Inc. for $200,000. Seller is headed by Robert Jennings and has no other broadcast interests. Buyer is headed by Loren Ray Johnson (45%) and Celia Merritt Johnson (45%), husband and wife, and William Howard Huntington (5%) and Mary Ann Huntington (5%), husband and wife, and have no other broadcast interests. Filed March 5.

■ **WQPN(AM) Moundsville, WV** (BAL910307EF; 1370 khz; 5 kw-d, 20 w-N)—Seeks assignment of license from Hank Grewe Broadcasting, Inc. to Praise Family Worship Center for $1. Seller is headed by Henry R. Grewe, and has no other broadcast interests. Buyer is headed by Kenneth R. Dunn and Jeanell Dunn, husband and wife, and Twilla Condra, and has no other broadcast interests. Filed March 7.

■ **WZXA(FM) Sturtevant, WI** (BAFH910305GO; 104.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Michael R. Walton to Janus Radio Corp. for $70,000. Seller has interests in Sheboygan County Broadcasting Co. Inc., licensee of WHBL(AM)-WWJR(FM) Sheboygan, WI. Sheboygan County Broadcasting owns 100% of stock of Holland Communications Inc., licensee of WHTC(AM)-WYXX(FM) Holland, MI. Buyer is headed by Norris F. Richardson and Judith S. Richardson, and has no other broadcast interests. Filed March 5.

Actions

■ **WACD(AM) Alexander City, AL** (BAL901221EB; 1590 khz; 1 kw-D)—Granted assignment of license from Alexander City Broadcasting Co. Inc. to Central Alabama Community College as donation. Seller is headed by J. P. White and has no other broadcast interests. Buyer is headed by college president James Cornell, and has no other broadcast interests. Action March 7.

■ **WIXC(AM) Hazel Green, AL** (BAL901213EG; 1140 khz; 15 kw-D)—Granted assignment of license from Lincoln County Broadcasters Inc. to Low Country Corp. Inc. for $10,000. Seller is headed by William L. and Elaine J. Malone, husband and wife, and son Joseph Malone, and has no other broadcast interests. Buyer is headed by Charles Gleghorn, Hue Counts and Don Wyatt, and has no other broadcast interests. Action March 12.

■ **KTZR(AM) Tucson, AZ** (BAL910130EA; 1450 khz; 1 kw-U)—Granted assignment of license from Tucson Wireless Inc. to Radio Pantera Inc. for $975,000. Seller is headed by Robert D. Greenlee, who owns 70% of Valley Broadcasting Inc., licensee of KXKT(FM) Atlantic, IA, and KOIL(AM) Omaha, NE; applications are pending to sell these stations' CP's. Buyer is headed by Xavier Murrietta (49%), Francisco Garcia Jr. (51%) and Francisco Garcia Sr., and are currently in management and sales at KTZR. Action March 11.

■ **KBLF(AM) Red Bluff, CA** (BAL910128EA; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Theodore S. Storck to KBLF Inc. for $120,000. Seller is headed by Theodore S. Storck, and has no other broadcast interests. Buyer is headed by Earnest R. Hopseker (42%), Karen J. Hopseker (42%), Joseph B. Fiala (8%) and Susan Fiala (8%), and has no other broadcast interests. Action March 7.

■ **KPWB-AM-FM Piedmont, MO** (AM: BAL910117EO; 1140 khz; 1 kw-D; FM: BALH910117EP; 104.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Clearwater Broadcasting Co. to Hunt Broadcasting Group Inc. for $200,000. Seller is headed by C. Dwayne Hackworth, and has no other broadcast interests. Buyer is headed by Jack G. Hunt and Shirley Hunt. Jack Hunt is licensee of KBMV-AM-FM Birch Tree and KDFN(AM)-KOEA(FM) Doniphan, both Missouri, and permittee of KKJJ(FM) Campbell, MO. Action March 8.

■ **WGHB(AM) Farmville, NC** (BAL910128EB; 1250 khz; 5 kw-D, 2.5 kw-N)—Granted assignment of license from Atlantic Coast Communications to Rivercity Radio Inc. for $325,000. Seller is headed by J.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.